



CALPEEK

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Dick Rosengarten, Publisher

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READERSHIP SURVEY

Editor's note: CALPEEK has been conducting readership surveys since 1983. Although these INSIDER surveys are not completely scientific, nevertheless they have proved to be very accurate in spotting TRENDS and in predicting the outcome of various races for both candidates and ballot measures...

...In CALPEEK's Late Fall Readership Survey, 320 responded from Oct. 8 - 20. About 55% of those who responded described themselves as MODERATES, while 23% said they were conservatives. Another 22% described their political philosophy as liberal/progressive - a good bell curve, with a slight rightward tilt...

...Remember: the CALPEEK survey asks the question which candidate or ballot measure will WIN --- NOT which candidate or measure individual readers plan to vote for...

● GOVERNOR - With about a week to go before the Nov. 6th election, many insiders think this is GOP U.S. Sen. Pete Wilson's race to win or lose. Others disagree, saying that Demo Dianne Feinstein has a fair shot at the upset IF the CA Demo Party's major GOTV effort is successful. Others say the contest is just too close to call. Here's the way CALPEEK readers view the contest, to the question, "who will win?"

Pete Wilson	49.1%
Dianne Feinstein	31.6%
Too close to call	19.1%
Undecided	.2%

...The latest L.A. Times poll shows Wilson with a 42% to 41% edge, while the Calif. Poll has Wilson with a 5 pt. lead, 47% to 42%...

...HOWEVER, there are some insiders who think Feinstein should be ahead by now and believe her campaign has WAITED too long before going on the attack against Wilson. For example, the issue of Wilson's ABSENTEEISM begged for solid TV hit for weeks, but it's only now that voters are seeing an ad aimed at this vulnerable area. The Wilson campaign had better thank their lucky stars for this Feinstein campaign blunder. As for why there seem to be problems within the Feinstein campaign, some CALPEEK sources speculate that Hank Morris and Bill Carrick might NOT be having the kind of influence necessary to manage a successful campaign. So who is calling the shots???

...As for Wilson, he's got a problem or two also - such as his support for Pres. Bush's veto of the civil rights bill and a recent L.A. Times story about his fundraising tactics. He also may have a campaign problem in Orange Co. with PRO-LIFE voters...

● TERM LIMITS - About half of Calif.'s voters have either heard or seen something about Props. 131 and 140, the two measures that will limit terms of statewide constitutional officials and state legislators. The latest CA Poll shows YES on #140 with a good-sized lead, 69% YES to 19% NO, with 12% undecided. There is a slight drop to 68% on an additional "push question." As for #131, it's ahead 66% to 18%. HOWEVER, when the "push question" discloses the fiscal impact of public funding of elections, support plunges to 52% YES to 29% NO...

...As for the changes of either or both winning come Nov. 6th, CALPEEK's readership has little doubt: 80% say #140 will win, while 60.3% say #131 will also win voter approval...

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- LT. GOVERNOR - Most CALPEEK readers who responded to the readership survey believe the contest between Democratic LG Leo McCarthy and GOP State Sen. Marian Bergeson is ALL BUT OVER. The 2-term incumbent Demo currently holds a 47% to 29% lead over Bergeson in the latest CA Poll. Bergeson claims her own polling has the election much closer (38% to 34%) and perhaps this is correct. Regardless, only 7.8% in CALPEEK's readership survey think the Orange Co. lawmaker will win, compared to 88.1% who pick LMc as the ultimate winner Nov. 6. If there is a hope for Bergeson, it's that Wilson mashes DiFi and has long coattails. Will that happen? Doubtful...

- PROP. #133 - Sometimes called "The Safe Streets Initiative," this measure proposes to hike the sales tax by a 1/2 cent, with the revenue going to fight crime. The chief sponsor is Lt. Gov. Leo McCarthy(D). There's little doubt he's using #133 to bolster his crime fighting image with voters, but so what. That's legit...

...LMc's Republican challenger, Marian Bergeson, is leading the charge against this initiative and now Pete Wilson has come to his running mate's assistance on #133, even though this doesn't exactly go over well with the law enforcement groups who are backing BOTH Wilson and #133. Despite the hike in sales tax, #133 still leads in the latest CA Poll, 50% to 37%. There is a 4 pt. drop when the fiscal impact is added in a "push question."...

...But when it comes to CALPEEK readers, they tend to think #133 will be defeated. The margin is 36.2% who think #133 will WIN, while 55.9% say it will LOSE, with another 10.9% offering no opinion...

- STATE TREASURER - GOP incumbent State Treas. Tom Hayes and Demo rival Kathleen Brown are in a very TIGHT race. How tight? The most current CA Poll shows Brown with a 4 pt. lead, 38% to 34%, with 29% still undecided. In CALPEEK's Fall Readership Survey, 45.3% believe Brown will emerge with the prize, while 40.6% think Hayes will come out on top. 9.4% say the race is too close to call and 4.7% are undecided...

...In their 2nd debate on Century Cable TV about 10 days ago, most who saw it agree that Hayes held his own against the more polished Brown. There wasn't a clear win-

ner, but Brown did zap Hayes about his chief deputy, B.T. Collins, who Brown said should be on campaign payroll, not State payroll...

...TV is probably the key and right now Brown has a clear advantage because she has the bigger warchest. Still, one must look back to the Demo primary, where 315,000 voters backed unknown Wes Sanders. This is Brown's weak spot. For those voters who like to think about ISSUES, this race could boil down to which candidate can sell voter approved bonds the fastest without hurting Calif.'s AAA bond rating. That's Brown's theme in her latest TV ad. CALPEEK has yet to see any of Hayes' spots...

- ATTORNEY GENERAL - The battle between Demo S.F. DA Arlo Smith and former GOP U.S. Rep. Dan Lungren to replace outgoing AG John Van de Kamp as Calif.'s top cop can be summed up this way: Lungren lacks law enforcement experience, while Smith's record as DA of San Francisco isn't exactly what one would call outstanding. According to the latest CA Poll, Lungren has a lead of 8 pts., 37% to 29%, with a large 34% undecided...

...That's discouraging news for Smith, but then this has been an uphill battle for him since the day L.A. DA Ira Reiner lost the Democratic primary. In CALPEEK's survey, 50.3% believe Lungren will WIN, while only 28.1% think Smith has a shot. Another 16% say the race is too close to call, while 5.6% are undecided...

...The fact is that neither man has really caught on with voters, but there has always been the feeling that Smith would pull it out because of Lungren's hardline PRO-LIFE stance and his poor congressional voting record on the environment. But this "feeling" was based on the assumption that Smith would be able to raise a credible warchest to buy TV time to bash & mash Lungren. But that hasn't been the case. Both candidates are having a hard time raising money, with Lungren in just slightly better shape than Smith. And that's why Demos aren't that optimistic about Arlo's changes...

- PROP. #128 - Also known as BIG GREEN, this wordy environmental measure is still holding up in the CA Poll, even after a blistering TV and radio attack. The latest poll numbers show #128 ahead, 62% YES to

27% NO. However, there is a huge 10 pt. drop when the fiscal impact is added to a "push question."...

...As for CALPEEK's readership survey, only 38.4% predict a Big Green win, while 56.3% think this measure will be defeated...

- PROP. #134 - This is the ALCOHOL tax proposal — sometimes called 5 cents per drink. The liquor industry is fighting #134 with everything it has, but it doesn't seem to be working. The latest CA Poll continues to show #134 ahead, 63% YES to 32% NO, with 5% undecided. When voters are given the fiscal impact in a "push question," the YES vote drops by just 3 pts...

...CALPEEK's readers, on the other hand, think #134 is doomed. Perhaps they believe the federal budget wheeling & dealing will harm #134 — and that is a possibility. About 38.8% believe #134 will pass, while 54.1% say it will be defeated. Another 7.1% have no opinion. One fact is obvious: the NO on #134 committee is now beginning to push the alternative - #126, which is a much smaller tax on liquor products...

- SECRETARY OF STATE - Another blow out for an incumbent. That's the verdict in CALPEEK's readership survey. Incumbent Demo Sec. of State March Fong Eu not only leads in the latest CA Poll, 54% to GOP rival Joan Flores' 26%, but 86.3% of CALPEEK's readers think Eu will win on election day. Only 8.7% think L.A. Councilwoman Flores has a shot. Flores' own polling shows her within 7.4 pts. of Eu, as of 10 days ago...

...For a while Flores had Eu on the ropes with a very good TV hit about the SOS's office reducing big fines for campaign reporting violations. The Eu campaign claimed that many of the mistakes, where fines were substantially reduced, were for technical goofs. But when it turned out that the Flores campaign had to revise its own report because of a series of technical mistakes, the effectiveness of this great TV hit ad was partially neutralized...

...Last week Flores again raised questions about Eu's husband, Henry, but that's old hat. A more effective charge was hinted at when Flores raised the question of election materials arriving late. The problem, says Flores, is that Eu should have stood her

ground when the CA Legislature was late in passing last minute bond and referendum measures past the deadline...

...It's a good hit, but so far hasn't made much ink thus far. Bottomline: the Flores campaign has had great material to hit Eu with, but should have struck sooner...

- CONTROLLER - Another blow out for the incumbent. Here Demo incumbent Controller Gray Davis should cruise to victory without any trouble over GOP nominee Matt Fong, son of Demo SOS March Fong Eu, despite the fact that Davis has some potential problems with some of his many contributors. The most current CA Poll gives Davis a 46% to 32% edge over Fong. Fong moved up 8 pts. in this poll, while Davis remained at 46%...

...In CALPEEK's readership survey, 91.6% believe Davis will win again, while only 4.7% think Fong has a shot. Another 1.6% believe the race is too close to call, and another 2.1% are undecided...

...Getting back to Davis, an early TV hit by Fong looked like it might work. It attempted to link Davis to the S&L and junk bond fiasco. It was a good hit and was documented, but went off the air in the big L.A. media market just as it was scoring points. If an ad like that went back on the air during the closing days, the Fong-Davis gap might narrow. The big question is MONEY. Is Fong in Tap City? Most CALPEEK sources say YES...

- PROP. #136 - Sometimes called the Taxpayers' Right to Vote, this initiative has been pounded by major newspaper editorial boards. The latest CA Poll shows that 85% of Calif. voters haven't seen or heard of this measure. However, when "pushed" on #136, 43% are in favor, while 39% are opposed. In CALPEEK's readership survey, 50.3% think #136 will win, while 25.3% believe it will be defeated. Another 24.4% have no opinion. YES on #136 backers admit this measure is sometimes tough to understand, which is why the media strategy calls for heavy direct mail, backed up by radio and TV. The TV spots are good...

- INSURANCE COMMISSIONER - Ever since Prop. 103 won approval in 1988, political insiders have felt that Calif.'s first elected insurance commissioner would be a Democrat. And in all probability, former Demo

State Sen. John Garamendi of Stockton won't disappoint the pundits --- although he will disappoint consumer guru Ralph Nader...

...The latest CA Poll puts Garamendi ahead of his GOP rival, insurance agent Wes Bannister, by a margin of 41% to 25%, with 34% undecided. As for CALPEEK's readership, it is another blow out --- for Garamendi over Bannister, with 92.8% saying Garamendi will win, compared to just 3.1% who believe Bannister will pull an upset. About the only piece of good news for Bannister was his surprise endorsement by the L.A. Times. End of readership survey...

WILSON TO ADDRESS COMMONWEALTH CLUB NOV. 1.

U.S. Sen. Pete Wilson(R) will address members of the Commonwealth Club of CA on Nov. 1st, 11:45 a.m., Continental Ballroom, Hilton Hotel, S.F. Wilson's speech is titled, "Issues of Calif." For info and RSVPs, contact (415)543-3353...

U.S. REP. BARBARA BOXER AT WIPA FOR DIFI.

U.S. Rep. Barbara Boxer(D-Marin), will be a surrogate speaker for Demo gubernatorial candidate Dianne Feinstein when Women In Public Affairs(WIPA) conduct their Oct. 30 luncheon at the Towers Restaurant in downtown L.A. Networking 11:30 a.m., lunch at 12 noon. For info & RSVPs, contact Linda Braunschweiger at (213)236-6717...

CALPEEK'S PREVIEW OF COMING ATTRACTIONS...

Next week's ELECTION SPECIAL will feature CALPEEK's final update on statewide, congressional and legislative campaigns, plus some updates on key local contests and ballot measures...

POST ELECTION ANALYSIS FOR L.A. & L.B. CoC.

CALPEEK co-publisher Dick Rosengarten will address both the Los Angeles and Long Beach Chambers of Commerce for post-election wrap up analysis. Rosengarten will address the L.A. Chamber at 12 noon, Nov. 14; and the Long Beach Chamber at an 8 a.m. breakfast, Nov. 16...

INSIDERS THINK WALLACK COULD UPSET BENNETT.

Insiders are telling CALPEEK that it looks like long shot Board of Equal. candidate Jeff Wallack(R) now has a shot to upset incumbent BOE member Bill Bennett in the 1st District. Wallack has won editorial backing from the powerful Sacramento Bee, as well as the Sacto Union and Eureka Times-Standard. Stay tuned...

CAMPAIGN 1990: UPDATE ON TERM LIMITS.

Editor's note: Here's another update on Props. #131 and #140, the two measures dealing with TERM LIMITS...

- As reported in last week's CALPEEK, opponents of #131 and #140 are using the PUBLIC FUNDING OF ELECTIONS section of #131 to bash both measures, even though public funding isn't included in #140. Lewis Uhler, co-chair of YES on #140, has DEMANDED that actress Angela Lansbury "repudiate" the NO on #131/#140 spot by BAD Campaigns or face a boycott of her CBS-TV show. No more Mr. Niceguy, Lew...

- Political consultants secretly LOVE #140. Why? Because of the anticipated huge turnover of elected officials, #140 could also be called, "The Political Consultants' Full Employment Act of 1990."...

- As expected, CA Common Cause and AG John Van de Kamp(D), are up in arms about the NO on #131 and #140 ad featuring actress Angela Lansbury. CCC and VdK say the ad violates the full disclosure law because Assembly Speaker Willie Brown and Senate Pres. David Roberti are not IDed as the key financial supporters of the TV spots. The NO on #131 and #140 campaign says there's a loophole in the law that permits them to omit Willie and David's names. They are correct...

- A quicky correction from last week. 72nd A.D. Demo candidate Tom Umberg hasn't endorsed Prop. 131. He's not supporting either measure on term limits...

- L.A. Councilwoman Joan Flores, GOP candidate for Sec. of State, is now supporting Prop. #140. She's the 3rd Statewide GOP candidate to back #140...

ASSEMBLYWOMAN MOORE GETS OCTOBER SURPRISE.

In the ongoing FBI Sting/Capitol corruption case in Sacramento, the U.S. Atty.'s office has announced that Assemblywoman Gwen Moore (D-L.A.) is OFF THE HOOK because there is NO evidence to warrant the filing of criminal charges. But Tyrone Netters, a staffer who worked for Moore, wasn't so lucky. He has been indicted on 9 counts of political corruption. Also indicted was Darryl Freeman, an ex-legislative aide who is now a lobbyist. Stay tuned...